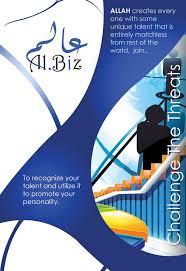
Flyer 1:



**Contrast:** This flyer used white text on all of the blue areas which really allowed the text to stand out. However, the font size is somewhat small and hard to read.

**Repetition:** There was not much repetition on the flyer other than the white text on a blue background.

**Alignment:** The flyer does not really use the alignment principle, but the way that it is set up, it does not really effect the professionalism of the flyer. The graphic that the text is written on still allows it to flow, even though the text is not aligned.

**Proximity:** The business that the flyer is promoting is in the top left corner, while all of the important information is more towards the middle of the flyer.

**Purpose:** The purpose is to promote Al. Biz

**Audience:** The audience is people of all ages.

**Genre:** The genre is a flyer.

**Engagement:** The company is able to promote what they are offering and advertise.

Flyer 2:



**Contrast:** The flyer used a black background with blue, purple, and white fonts that really helped the text to stand out and practically jump off the page. Also, the text on the flyer has different effects that make it jump off the page and grab your attention.

**Repetition:** The text around the outside has white font with purple effects added to it that are meant to make it look like the words are flying off the page.

**Alignment:** This flyer doesn’t have much alignment, but I feel that the lack of alignment and the way it is set up is what makes it so creative and unique.

**Proximity:** The main idea of the flyer, along with the company name is in the middle, then all of the flashy and attention grabbing text is along the outsides. Also, the fine details that are not meant to grab your attention are towards the bottom of the flyer.

**Purpose:** The purpose is to inform people of a clothing sale that the company is having.

**Audience:** The audience is younger people who enjoy to skateboard.

**Genre:** The genre is a flyer.

**Engagement:** The company was able to promote their business and inform people of a sale they are having.

Flyer 3:



**Contrast:** The flyer uses a bright yellow text box background, with purple and red headings. This allows for the headings to stand out and be easily seen. Also, they use a blue background that helps the text and information to really pop and be the first thing that you notice.

**Repetition**: The flyer uses purple and red for each heading, with the first few words being purple, and the last word red.

**Alignment:** All of the headings and information is aligned well, except for a few at the top. Although the reasoning for this is because the picture encroaches on the text box, I feel that it messes up the flow of the poster and I did not like that. Also, the pictures on the left are aligned with the information on the right that they are representing.

**Proximity:** The proximity principle is used well since all of the information is to the right, and all of the visuals and graphics are to the left.

**Purpose:** The purpose of this flyer is to advertise a company that will print anything you need.

**Audience:** Students, faculty members, companies,and mainly anyone who does a lot of printing.

**Genre:** Flyer

**Engagement:** The Company was able to advertise its business.